
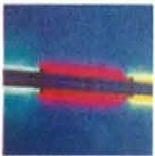











Branches with a Chase Private Client waiting area will receive a copy of Jamie Dimon's letter to shareholders, the firm's Art at Work book, candy and a candy dish. The Wall Street Journal, Business Week, Town & Country and Condé Nast Traveller will be delivered on a daily, weekly or monthly basis, depending on the publication. Please be sure to throw out old copies of the magazines or newspaper as new ones arrive.

Arrange the items on your coffee table to make the waiting area more comfortable for clients.

	Description	ePurchase Item No.	How to order
	Letter to Shareholders	CPCLETTER-0611	See next page
	Art at Work Book	N/A	Email LouAnn Wagner at louann.wagner@chase.com
	BusinessWeek	N/A	Email LouAnn Wagner at louann.wagner@chase.com
	The Wall Street Journal	N/A	Email LouAnn Wagner at louann.wagner@chase.com
	Town & Country	N/A	Email LouAnn Wagner at louann.wagner@chase.com
	Conde Nast Traveller	N/A	Email LouAnn Wagner at louann.wagner@chase.com
	6" Carrington Bowl	150790	See next page
	Glitterati Fruit/Berry Candy	146941 (1600 Pieces) 145527 (4800 Pieces)	See next page

You will receive Chase Private Client branded umbrellas, pens, piggy banks and money boxes. Gifts should be used as appropriate and reserved for special situations, not immediately given to clients when they upgrade

Supplier: Scarborough & Tweed	Description	ePurchase Item No.
	CPC Gray Cap	JP72
	CPC Gray Tote Umbrella	JP74
	CPC Titanium Roller Ball Pen	JP73
	CPC Silver Plated Piggy Bank	JP71

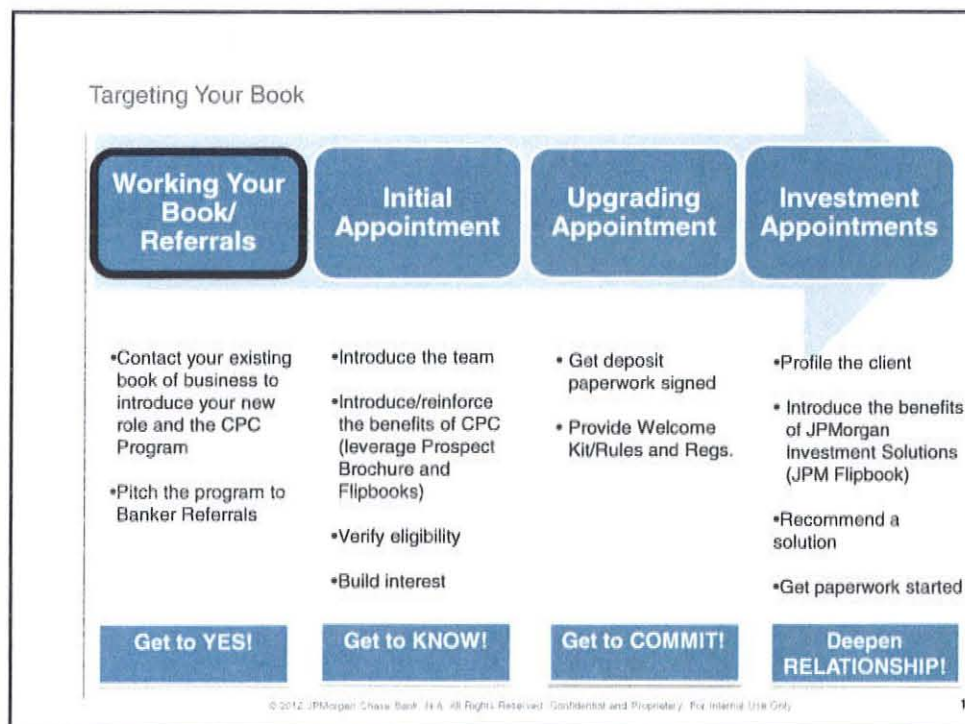
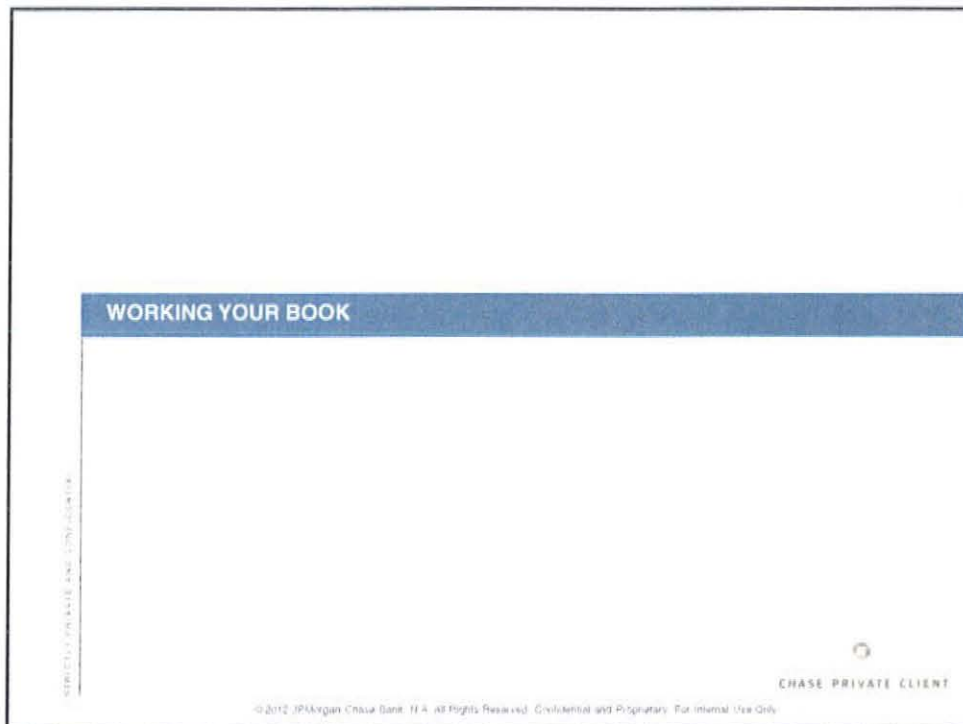
To reorder client gifts:

1. Launch ePurchase
2. In the 'Catalog' Keywords field, type 'Scarborough and Tweed' and hit 'Search'
3. Open the Scarborough and Tweed catalog

IMPORTANT:

If you are unable to access the Scarborough & Tweed catalog, you will need to email the ePurchase help desk on Epurchase@jpmchase.com to request access. Inform the helpdesk that you are unable to view the Scarborough & Tweed catalog and ask them to submit a request to add the "US Non Branch" role to your profile. Once the request is processed, you will be able to view the catalog.

4. In the Scarborough and Tweed website, select 'Chase Private Client' as the category
Please note, you should only order Chase Private Client merchandise. Do not order J.P. Morgan branded gifts for clients.
5. Select the gift you would like to order and hit 'Add to Cart'
6. Enter the quantity you would like to order and hit 'Add to Cart'
7. If all the information is correct, click 'Checkout' and place the order



CPC Calling Tips

- **Prioritize and Organize your list**
 - Have an organized call list and way to easily track your names and status
 - Cold, warm, hot progress and next steps
 - Keep your list close at all times – great reminder and don't lose your momentum
 - Share it with your team and ask for help/collaboration on how to get the appointment
- **Prepare for your calls**
 - Research your clients
 - Have a prepared message you are comfortable with
 - Be direct and concise, be clear about what it is you want to accomplish
 - Get the appointment
 - Be prepared for various responses and how to react if you get:
 - The assistant or the voicemail
 - The prospect's voicemail
 - The prospect him/herself
- **Clients on the "Service Call Only" calling list**
 - Many of your clients have requested to be called only for service purposes
 - These clients can not be contacted for sales or marketing opportunities
 - To ensure these clients are being serviced according to their preferences, a "Service Call Only" list is being created for you

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Jane Doe (your qualifying client)



- Has \$750,000 in investment assets with you
- Currently has only a small >\$5,000 banking relationship

- What would your approach be for your call to the client?
- Which benefits of the CPC Program would you focus on when speaking to the client?
- What objections might this client have and how would you resolve those objections?

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Initial Appointment Checklist: Qualified Clients with Existing Advisor Relationship

Goal of the Appointment: Reinforce the benefits of the program, introduce the team and get the client onboarded.

Preparation

- ☐ Do your homework on your client – assets, banking habits, goals, risk tolerances, family; what services and benefits does CPC provide that benefit the client
- ☐ Determine the time frame and agenda for the appointment with the team in advance
- ☐ Determine who will do what, when, and how
- ☐ Rehearse

Appointment Key Points - Advisor Leads the Appointment

- ☐ Welcome the client – meet them at front desk, offer a beverage and tour of the CPC space (if applicable)
- ☐ Build Rapport - Share the agenda, set expectations
- ☐ Introduce the members of the team
 - ☐ Introduce client to the team in a casual fashion, building up rapport
- ☐ Get to know the client better – ask questions and listen to identify the benefits that best suit the client; take notes
- ☐ Explain the program benefits
 - ☐ Use the flipbook to open the conversation and identify opportunities
- ☐ Verify the client's understanding of the benefits and how they are applicable to them
- ☐ Sign documentation to enter the program

Appointment Documentation

- ☐ CPC Flipbook
- ☐ Welcome Kit
- ☐ Upgrading documentation
- ☐ Investing with J.P. Morgan Flipbook
- ☐ CPC branded stationery with message and business cards
- ☐ CPC Website

Notes

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Initial Appointment Checklist: Non-Qualified Clients with Existing Advisor Relationship

Goal of the Appointment: Explain the benefits of the program, get the client interested in signing up, and get a commitment on bringing in new assets

Preparation

- ☐ Do your homework on your client – assets, banking habits, goals, risk tolerances, family; what services and benefits does CPC provide that benefit the client
- ☐ Determine the time frame and agenda for the Appointment with the team in advance
- ☐ Determine who will do what, when, and how
- ☐ Rehearse

Appointment Key Points - Advisor Leads the Appointment

- ☐ Welcome the client – meet them at front desk, offer a beverage and tour of the CPC space (if applicable)
- ☐ Build Rapport - Share the agenda, set expectations
- ☐ Introduce the members of the team
 - ☐ Introduce prospect to the team in a casual fashion, building up rapport
- ☐ Get to know the client better – ask questions and listen to identify the benefits that best suit the client; take notes
- ☐ Explain the program benefits
 - ☐ Use the flipbook to open the conversation and identify opportunities
- ☐ Verify the client's understanding of the benefits and how they are applicable to them
 - ☐ Ask: "Why haven't you already brought over more of your assets to Chase?" to uncover objections/areas of focus
- ☐ Explain the program requirements
 - ☐ Determine a plan (to execute during the first 90 days) to bring in more assets so they can enjoy the benefits of the program
- ☐ Upon client consent, complete enrollment

Appointment Documentation

- ☐ CPC Flipbook
- ☐ Investing with J.P. Morgan Flipbook
- ☐ Welcome Kit (may not be used)
- ☐ Upgrading documentation (may not be used)
- ☐ CPC branded stationery with message and business cards
- ☐ CPC Website/Prospect Brochure

Notes

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What if a Prospect/Client Says No

- Be persistent to get to yes
 - Uncover the objections and provide solutions
- A client who is persistent in saying "No" must be removed from the CPC contact lists to avoid the following negative client experiences:
 - Repeated solicitation by PBs (Gold Box)
 - Continued phone calls from CPC Bankers (as Contact Manager assignment does not change)
 - Failure to provide them with other offers they may be eligible for (New Premier, Pre-qualified credit card, etc.)
 - Client will not be reassigned to an advisor or banker who is better suited to meet their needs
- To document a client who has decided to Decision out of CPC:
 - Record the call record in Contact Manager
 - Provide the following client information to the CPC Banker (only team member with access):
 - Client's name
 - Client's ECI#
 - Reason for Decision (not interested or not eligible)
 - The client's opt-out reason will be entered by the banker via the Submit CPC Decision link on FSD

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Working Your
Book/ Referrals

Initial
Appointment

Upgrading
Appointment

Investment
Appointments

Upgrading Appointment, if required

Preparation

- Prepare upgrading materials, including banking folder and forms

Appointment – Conducted by Private Client Banker & Advisor

- Deepen understanding of client's financial life
- Capture key information; client signs upgrading paperwork
- Set expectations for services new CPC client can expect
- Advisor typically discusses investment options, OMNI products

Next Steps

- Schedule follow-up call/appointment; enter in Contact Manager
- Onboard client (Banker or Specialist will handle this step)

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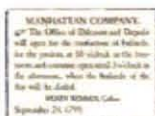
Scenario B	Speaking Points
<p>2. Client with Advisor Relationship</p> <p>And</p> <p><u>does not qualify</u> for CPC based on assets currently at Chase</p> <p>(Has less than \$100k in investments but believed to have sufficient assets at another bank)</p>	<ul style="list-style-type: none">• I am calling to let you know that I am becoming a J.P. Morgan Private Client Advisor and I am now in the private offices of Chase Private Client at <ADDRESS>. In my new role, we will continue to work together.• I would also like to introduce you to the Private Client Banker available to support you with your banking needs• His/her name is <CPC BANKER FULL NAME>• I would be happy to give you our full contact information now, or I can mail it to you if you prefer• Feel free to reach out to either one of us if you need anything regarding your investing or banking relationship• Do you have any questions I could answer today?

Chase Private Client is part of a firm with a proud history...

For more than 160 years, our firm has provided clients with consistent and innovative advice and solutions. From our earliest days, we have contributed to business, our communities, and to economic growth. We have shown leadership during times of financial crisis. This experience puts us in a unique position to help you realize your financial goals.

1799

The Manhattan Company is chartered



1848

The Waterbury Bank opens, a predecessor of the Chase Manhattan Bank



1895

J. Pierpont Morgan, Sr. becomes senior partner. The New York firm is renamed J.P. Morgan & Co.



1915

During WWI, J.P. Morgan arranges the biggest foreign loan in Wall Street history – a \$500 million dollar Anglo/French loan



1947

Gives \$8.5 million to the United Nations to purchase the 17-acre property for the organization's headquarters in Manhattan



1955

Chase National Bank merges with The Bank of the Manhattan Company to form Chase Manhattan Bank



1996

Jointly leads the first "century" bond for a sovereign borrower – a 100-year, \$100 million issue for the People's Republic of China – as well as a \$1 billion Eurobond

The Chemical Bank is established
1824



1893

J.P. Morgan is primary financier of U.S. railroads



1906

J.P. Morgan is central to the creation of U.S. Steel, GE and AT&T



1929

Two Ohio banking institutions merge to form City National Bank & Trust, a predecessor of Bank One



1968

Launches Euroclear, a system that provides for the orderly settlement of transactions in Eurobonds



1980

Predecessor firm Hambrecht & Quist (H&Q) takes Apple Computer public



2008

Plays an important role in helping manage the credit crisis through the acquisition of Bear Stearns

...of helping our clients for more than 160 years.